



Campus Media Inc 165 West 46 Street New York 10036 NY Area 212 245-0950

February 11, 1969

Mr. Roger Lustberg
The Ivy Network
242-A Yale Station
New Haven, Connecticut 06520

Dear Roger:

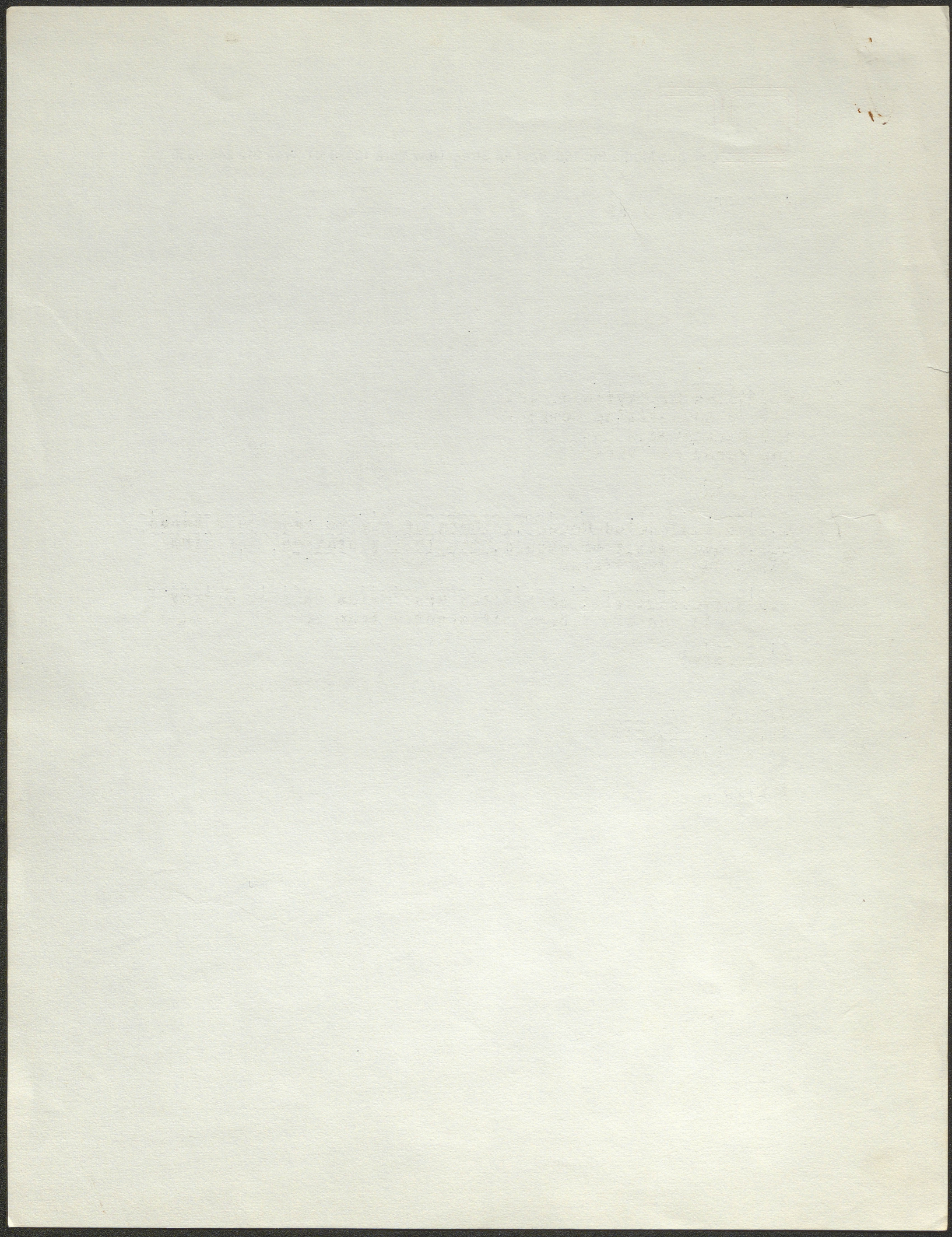
Enclosed is the Budweiser contract, signed with the stipulation that all your schools broadcast 3 bonus spots per week as in past years. Please instruct them accordingly.

Enclosed for your files is a copy of Jim Mayfield's letter and my letter to him.

Sincerely,

Thomas H. Pierce
Sales Director

THP/bp
enclosures



WRSU
WLRW
WTBS
WUBE

THE IVY NETWORK

242-A YALE STATION, NEW HAVEN, CONNECTICUT

(AGENCY'S ORDER NO.)

New York City 1/20/69

(Place and Date)

AGREEMENT between D'ARCY called "agency" and SEE ATTACHED LIST OF 10 STATIONS
(Print station's call letters and corporate title)

called "station" to broadcast radio programs of ANNHEUSER-BUSCH as specified below:
(Advertiser)

for (Product): BUDWEISER NAME OF PROGRAM:

LENGTH OF BROADCAST: 0:60 HOUR: DAYS: TIMES PER WEEK: 20/STATION TOTAL NO. TIMES: 600/STATION

DATE OF FIRST BROADCAST

1/20/69

DATE OF LAST BROADCAST

12/19/69

PROGRAM MATERIAL ARRANGEMENTS

COMMERCIAL ANNOUNCEMENTS

CONTINUITY

LIVE TALENT

TRANSCRIPTIONS

ADDITIONAL INSTRUCTIONS

Zuckerman WPCR
WVBC

RATES	Net Station Time	Talent	Line Service	Other Charges	Total
Each Broadcast: \$	\$	\$	\$	\$	\$ per broadcast
For 600 Broadcasts: /STATION	\$	\$	\$	\$	\$18,000 GROSS for contract

Less Agency Commission: 15% of Station Time Charge; % of Talent Charge.

In return for said service the Agency agrees that PAYMENTS are to be made to the station as follows: MONTHLY

The first payment to be due MARCH 19 69

WITNESS our hands and seals the day and date first above written.

TO BE SUBMITTED FOR APPROVAL.

By (Station Representative)

BROADCASTING CO.

Accepted by

Title

D'Arcy Advertising Inc.

(Correct Legal Name)

Agency

Per

Title

Business Address

City

State

STANDARD CONDITIONS
Governing Contracts for Spot Broadcasting, Adopted 1946, by American Association of
Advertising Agencies and National Association of Broadcasters

1. PAYMENT

(a). The agency agrees to pay, and the broadcasting station agrees to hold the agency solely liable for payment for the broadcasts covered by this contract, unless expressly otherwise agreed in writing.

(b). The agency agrees to pay for broadcasts covered by this contract, at the office of the broadcasting station or of its authorized representative, on or before the last day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this contract; or, when cash discount is allowed but payment date not specified on the face of the contract, on the fifteenth of the month following.

(c). In all cases date of payment is material and unless otherwise stipulated the postmark date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

(d). Station's invoices for broadcasts covered by this contract shall be in accordance with the station's log and shall so state on each such invoice, and shall be deemed to be correct unless proved otherwise.

(e). Invoices should be rendered not less than monthly.

(f). Upon request of the agency, affidavits or certifications of performance are to be furnished by the station to the agency at the time of billing. Unless requested prior to billing, the request for and the furnishing of such affidavits or certifications shall not act as a condition precedent to the payment or the time of any payment called for hereunder.

(g). The station reserves the right to cancel this contract at any time upon default by the agency in the payment of bills, or other material breach on the part of the agency of any of the conditions herein; and upon such cancellation all broadcasting done hereunder and not paid shall become immediately due and payable. In case of delinquency in payment, due in the opinion of the station to impaired credit or if the station believes reasonably that the agency's credit has been impaired, the station shall have the right to change the requirements as to the terms of payment for further broadcasts under this contract as it may see fit, by giving the agency written notice addressed to the agency's last known business address.

In the event of a cancellation by reason of a material breach by the agency, the agency shall pay to the station, as liquidated damages, a net sum equal to the actual out-of-pocket cost to the station incurred through the cancellation of this contract, together with the amount owing at the earned rate, for broadcasts performed hereunder prior to such cancellation.

(h). In event of a cancellation by reason of a material breach by station, the station shall pay to the agency, as liquidated damages, a net sum equal to the actual out-of-pocket cost to the agency incurred through cancellation of the contract.

2. TERMINATION AND RENEWAL

(a). This contract may be terminated by either party by giving the other twenty-eight (28) days' prior written notice; provided that no such notice shall be effective until twenty-eight (28) days after start of broadcasts hereunder. It is provided further that this contract insofar as it covers broadcasts of less than five minutes duration, may be terminated by either party giving the other fourteen (14) days' prior written notice, but no such notice shall be effective until fourteen (14) days after the start of broadcasts hereunder. If agency so terminates this contract, it will pay station at earned rate according to station's rate card on which this contract is based. If station so terminates this contract, agency will then either agree with station on a satisfactory substitute day or time for continuance of broadcasts covered by this contract at the card rates on which this contract is based for such substitute time, or, if no such agreement can be reached, agency will pay station according to the rates specified herein for all broadcasts previously rendered by station; that is, the agency shall have the benefit of the same discounts which the agency would have earned had it been allowed to complete the contract. In the event of termination hereunder, neither party shall be liable to the other party otherwise than as specified in this paragraph, and in paragraph 6 hereof.

(b). The broadcast time (or times) covered by this contract may be renewed by agency provided there is no interruption in the continuity of the broadcasts, by giving the station twenty-eight (28) days' written notice prior to the expiration of this contract or any extension thereof. It is agreed further that this contract, insofar as it covers broadcasts of less than five minutes duration, provided there is no interruption in the continuity of the broadcasts, may be renewed by agency giving the station fourteen (14) days' written notice prior to the expiration of this contract or any extension thereof. Failure to exercise this option to renew within the time and in the manner provided voids all agency's rights to such renewal.

3. INABILITY TO BROADCAST

(a). Should the station, due to public emergency or necessity, legal restrictions, labor disputes, strikes, boycotts, secondary boycotts, Acts of God (whether or not such Acts of God have occurred frequently or habitually or are of a common or seasonal occurrence in the general locality of such broadcasting), or for any other reason, including but not restricted to mechanical breakdowns, beyond the control and without the fault of the station, provided that station has taken reasonable precautions against their recurrence, be unable to broadcast any or a part of any of the agency's broadcasts at the time specified, the station shall not be liable to agency except to the extent of allowing in such case: One (1), a pro-rata reduction in the time charges hereunder, or two (2), if an interruption occurs during the commercial announcement portion of any broadcast, a credit to agency in the same proportion to the total station charges which the omitted commercial portion bears to the total commercial portion of the broadcast, it being mutually agreed that station shall credit agency on whichever basis is more favorable to agency. In the event of such omission, station will, upon agency's request, make a suitable courtesy announcement as to such omission. Such omission or interruption shall not affect rates of discount; that is, the agency shall have the benefit of the same discount which the agency would have earned had it been allowed to complete the broadcasts omitted.

4. SUBSTITUTION OF PROGRAMS OF PUBLIC IMPORTANCE OR IN THE PUBLIC INTEREST

(a). The station shall have the right to cancel any broadcast or any portion thereof covered by this contract in order to broadcast any program which in its absolute discretion it deems to be of public importance or in the public interest. In any such case the station will notify agency in advance, if reasonably possible, but, in any case, within a reasonable time after such broadcast, that the agency's broadcast has been cancelled.

(b). In the case of any broadcast cancelled under Paragraph 4(a) above, the agency and the station will agree on a satisfactory substitute day and time for the broadcast or, if no such agreement can be reached within a reasonable time, the broadcast will be considered as cancelled without affecting the rates, discounts, or rights provided under this contract, except that the agency shall not be required to pay for the cancelled broadcast, unless required by Paragraph 4(c).

(c). In the event of a cancellation of a broadcast of five minutes or more, under Paragraph 4(a): If such a broadcast is displaced by any broadcast of public importance or in the public interest, and a substitute time is not

agreed upon, as provided in 4(b) above, the station shall pay to the agency only the amount represented by the non-cancellable net cost of live talent, incurred by virtue of, and resulting directly from, such cancellation, but which amount shall not exceed the net time charges (gross, less earned time discounts) for the station time involved in the cancellation.

5. TIME RATES

(a). It is agreed that the time rate named in this contract is the lowest rate made by the station for like broadcasts and that if at any time during the life of this contract the station makes a lower rate for like broadcasts, this contract shall be completed at such lower rate from that date.

(b). All time rates shall be published by the station. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished agency if requested in writing so to do.

(c). Except as otherwise agreed to in writing, if this contract is continued, without interruption within the control of the agency, beyond the time specified herein, the additional broadcasts shall be considered a part of this contract and the same time rate shall apply until any lower rates, prevailing at the time this contract was made, shall have been earned; and then such lower time rate shall apply to the whole contract. This provision shall not, however, cover a broadcast later than one year from the date of the first broadcast.

(d). In the event of revision of station rates or discounts, any continuous broadcasts under this contract may be extended at the rates and discounts herein shown without penalty of short rate or loss of discounts on previous broadcasts hereunder for a period of not more than fifty-two (52) weeks from the effective date of such revision.

(e). In the event the agency contracts with the station for additional broadcast time, for the advertiser herein named, the time rates and discounts shown on the rate card on which this contract is based shall apply to such additional time for a period of fifty-two (52) weeks from the effective date of any revision of station time rates or discounts.

(f). All broadcasts placed with station for the advertiser for consecutive broadcasting within one year from the date of the first broadcast hereunder shall be combined for the purpose of calculating the total amount of frequency discounts earned, provided, however, that announcements cannot be so combined with five (5) minute or longer programs.

6. BROADCASTS

(a). The contract for station time includes the services of the technical staff and of a regular staff announcer. Other talent and service charges, if any, are covered in this contract and such charges are subject to change by the agency with the consent of the station.

(b). Broadcasts prepared by the agency are subject to the approval of the station both as to artists and to broadcast content.

(c). If the station has not received material for any broadcast at least 96 hours in advance of broadcast time, the station shall notify the agency by collect telegram. Should the station fail to receive material for such broadcast at least 72 hours in advance of broadcast time, the station shall have the right to produce a substitute broadcast, making its regular charges for time and a reasonable charge for talent used, and, unless otherwise instructed by agency, announcing the name, address and business of the advertiser.

(d). Except as otherwise hereinafter expressly provided, the agency will hold and save the station harmless against all liability for libel, slander, illegal competition or trade practice, infringement of trade marks, trade names or program titles, violation of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of the broadcasts herein provided in the form furnished by the agency. The station agrees, however, to hold and save the agency and advertiser harmless against all such liability where the broadcasts are prepared and produced both as to artists and broadcast content by the station excepting only such liability as may result from the broadcasting of the commercial credits and other material as furnished by the agency. Station will hold and save agency and advertiser harmless against all such liability with respect to music on station-built broadcasts. Station will hold and save agency and advertiser harmless against all such liability with respect to music on agency-built broadcasts, provided such music has been cleared and approved for broadcasting by a licensor designated by the station. Agency will hold and save station harmless against all such liability with respect to music on agency-built broadcasts if such music has not been cleared and approved for broadcasting by a licensor designated by the station.

(e). The provisions of Paragraph 6(d) shall survive any cancellation or termination of this contract.

7. GENERAL

(a). This contract is subject to the terms of licenses held by the station and is subject also to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future, including the Rules and Regulations of the Federal Communications Commission made in pursuance of its quasi-legislative powers and its decisions and actions and orders when acting in its quasi-judicial capacity.

(b). This contract, including the rights under it, may not be assigned or transferred without first obtaining the consent of the station in writing; nor may the station be required to broadcast hereunder for the benefit of any other advertiser than the one named on the face of the contract.

(c). The agency agrees that it will not rebate to its client any part of the commission allowed by the station.

(d). The station shall not be required to broadcast hereunder for any other products than the ones named in the contract, without first obtaining the approval of the station so to do in writing.

(e). In dealing with agencies, the station shall follow a uniform policy to avoid discrimination.

(f). All requests by the agency for the station to receive and handle mail, cables, telegrams or telephone calls, in connection with the broadcasts under this contract, must have the prior approval of the station and, if approved, the said communications will be received and handled at the sole risk of the agency, and the agency shall reimburse the station for all of the expense incurred by it in connection with the handling of such matters.

(g). Any broadcast material or any other material, information or property of whatever nature or kind, to be received and handled by the station, must have the prior approval of the station and, if approved, will be received and handled at the sole risk of the agency, and the agency shall reimburse the station for all of the expense incurred by it in connection with the handling of such matters.

(h). The failure of the station or of the agency to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.

(i). The agency agrees that the station may deduct from any period of five minutes or longer not more than thirty seconds for station-break purposes.

LIST OF IVY STATIONS
(20 60-sec/wk, 30 wks)

		<u>Gross Rates</u>	<u>NET RATES</u>
WHRB	Harvard University	\$ 1800	\$ 1530
WBRU	Brown University	1800	1530
WTBS	M.I.T.	1800	1530
WXPB	University of Penn.	1800	1530
WPRB	Princeton U.	1800	1530
WLRN	Lehigh U.	1800	1530
WRSU	Rutgers	1800	1530
WYBC	Yale U.	1800	1530
WKCR	Columbia U.	1800	1530
WVBR	Cornell U.	1800	1530
		\$18,000	\$15,300

SCHEDULE

WHRB	1/20-3/30, 4/6 -5/16, 9/15-12/19
WBRU	1/20-3/29, 4/7 -5/16, 9/15-12/19
WTBS	1/20-3/31, 4/6 -5/16, 9/15-12/19
WXPB	1/20-3/8 3/17-5/16, 9/15-12/19
WPRB	1/20-3/22, 3/30-5/16, 9/15-12/19
WLRN	1/20-3/29, 4/7 -5/16, 9/15-12/19
WRSU	1/20-3/18 4/2 -5/16, 9/15-12/19
WYBC	1/20-3/15, 4/31-5/16, 9/15-12/19
WKCR	1/20-3/30, 4/6 -5/16, 9/15-12/19
WVBR	1/20-3/29, 4/7 -5/16, 9/15-12/19

only 1 week
1st March

WMS

WYBC

WPRB

WXPB (?)

} Double
spot
1st
week

All stations have been requested to broadcast make-up spots due to late starting of schedule.



D'ARCY Advertising Co., Inc. / 430 Park Avenue, New York 10022 / Area Code 212 HA 1-3500

February 6th, 1969.

Mr. Thomas H. Pierce,
Sales Director,
Campus Media Inc.,
165 W. 46th Street,
New York, N. Y. 10036.

Re: Budweiser.

Dear Tom,

Attached are the contracts for the 10 Ivy League stations and the 5 Independents which I have signed as requested.

The only deletion was on the Ivy League contract where we have always received 3 bonus spots per week.

Would you drop me a note indicating that this policy will be continued for 1969.

Sincerely,

James G. Mayfield, Jr.

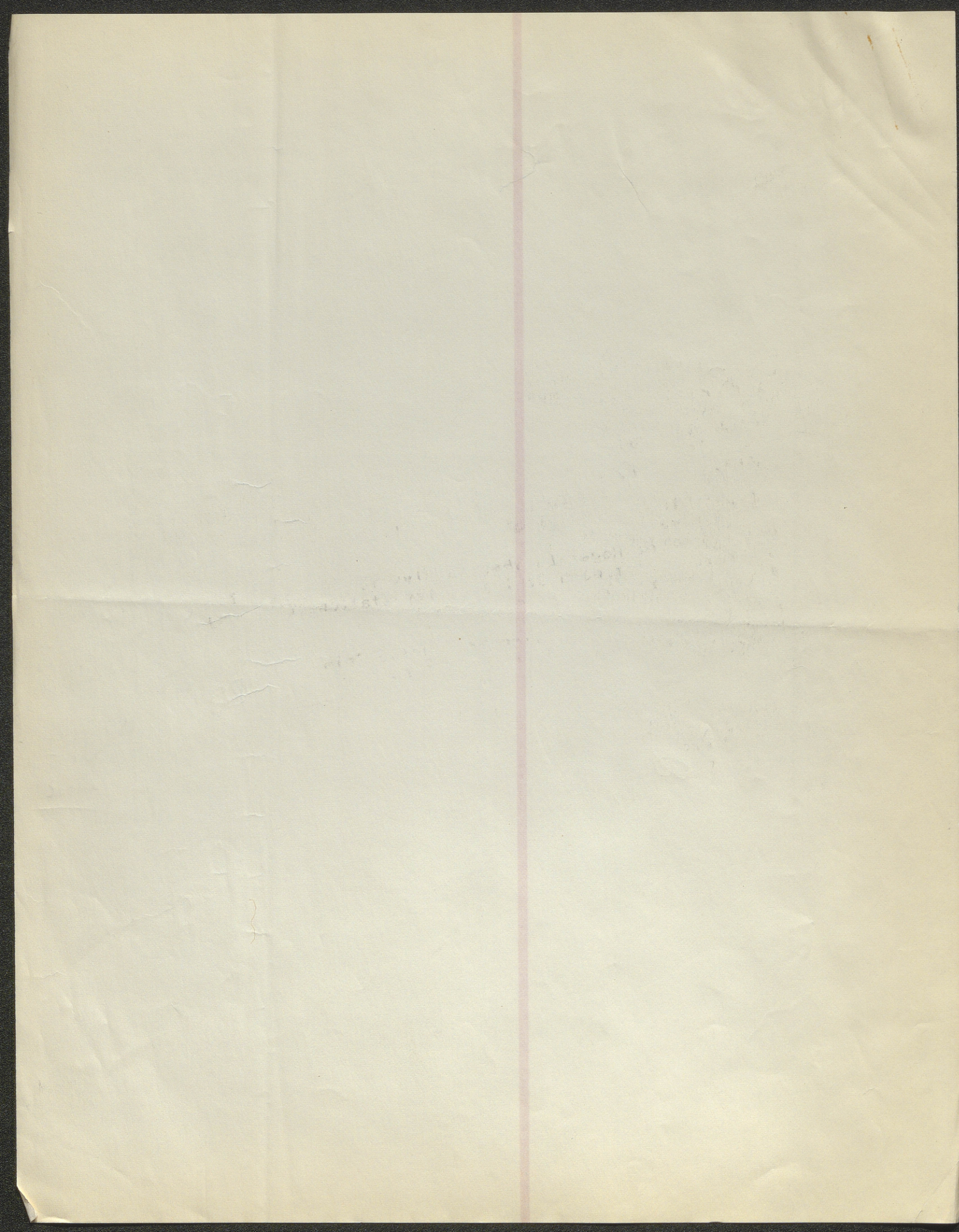
Offices

Atlanta
Chicago
Cleveland
Los Angeles
Mexico City
New York
St. Louis
San Francisco
Toronto

**Multi-National
Partners**

Athens
Minos-D'Arcy
Barcelona
Tiempo/Synergie, D'Arcy
Brussels
Vanypeco, D'Arcy
Dusseldorf
Hegemann, D'Arcy
London
Vernon, D'Arcy
Milan
Stile, D'Arcy
Paris
Synergie, D'Arcy
Rotterdam
Vb & Vb, D'Arcy

JGM/cld.
encl:



February 11, 1969

Mr. James G. Mayfield, Jr.
D'Arcy Advertising Company
430 Park Avenue
New York, New York

Dear Jim:

I have instructed Roger Lustberg of Ivy to require 3 bonus spots per week from each of the 10 Ivy stations carrying Budweiser advertising.

Ivy and Campus will be billing Mrs. Heide Seim of D'Arcy - St. Louis, unless I hear differently from you.

Sincerely,

Thomas H. Pierce
Sales Director

THP/bp



1. I have been advised by the
2. New York City Police Department
3. that the following information
4. was obtained from the files of
5. the New York City Police Department
6. on the subject of the above
7. mentioned case.

8. I have been advised by the
9. New York City Police Department
10. that the following information
11. was obtained from the files of
12. the New York City Police Department
13. on the subject of the above
14. mentioned case.

15. I have been advised by the
16. New York City Police Department
17. that the following information
18. was obtained from the files of
19. the New York City Police Department
20. on the subject of the above
21. mentioned case.

22. I have been advised by the
23. New York City Police Department
24. that the following information
25. was obtained from the files of
26. the New York City Police Department
27. on the subject of the above
28. mentioned case.

29. I have been advised by the
30. New York City Police Department
31. that the following information
32. was obtained from the files of
33. the New York City Police Department
34. on the subject of the above
35. mentioned case.